

ABSTRACT OF THE DISCLOSURE

A pseudoplastic water based ink for a ball-point pen comprising at least a colorant, water and an associative type viscosity control system, whereby the viscosity of the ink is comprised in a range from 20 to 40 mPa.s, when it is subjected to a shear rate of  $1000 \text{ s}^{-1}$ , and between 10,000 and 12,000 mPa.s, when the shear rate is  $1 \text{ s}^{-1}$ .